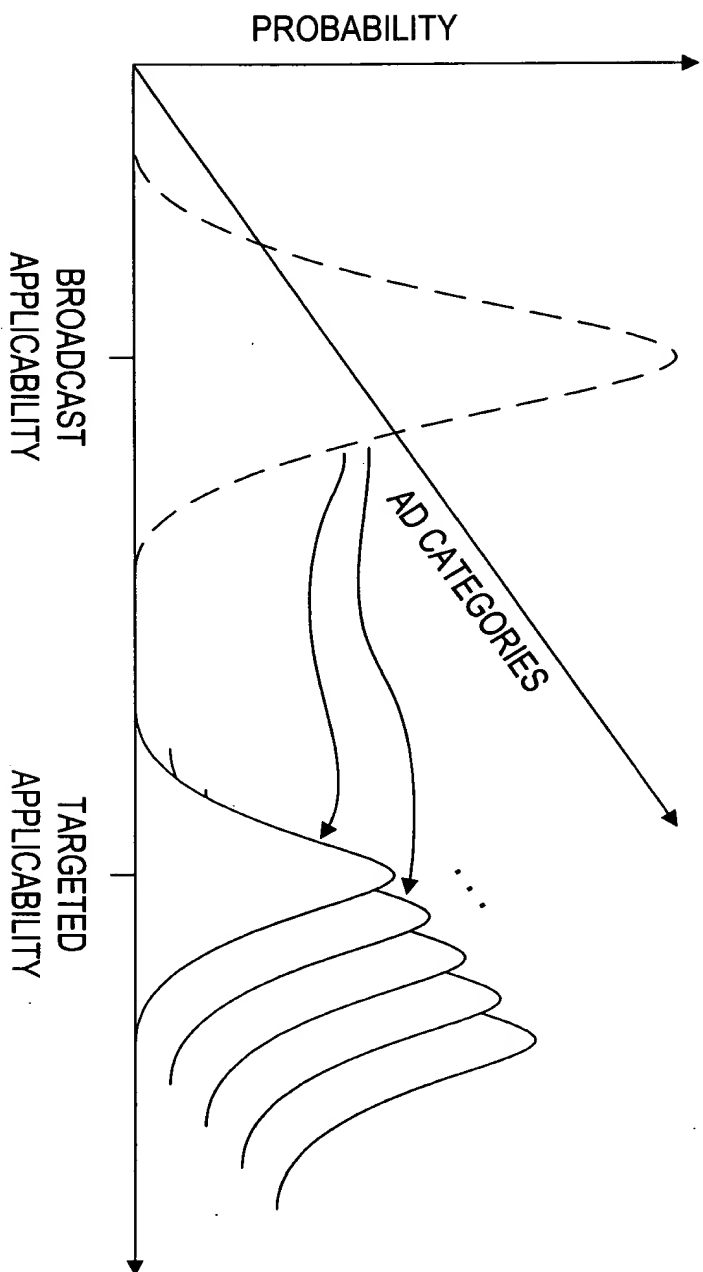


FIG. 1B



| ADVERTISEMENT SUCCESS RATES | |
|--------------------------------|--------------|
| ADVERTISEMENT APPLICABILITY | SUCCESS RATE |
| EXTREMELY APPLICABLE | 0.05 |
| QUITE APPLICABLE | 0.03 |
| APPLICABLE | 0.01 |
| NOT VERY APPLICABLE | 0.005 |
| NOT APPLICABLE | 0.001 |

FIG. 1C

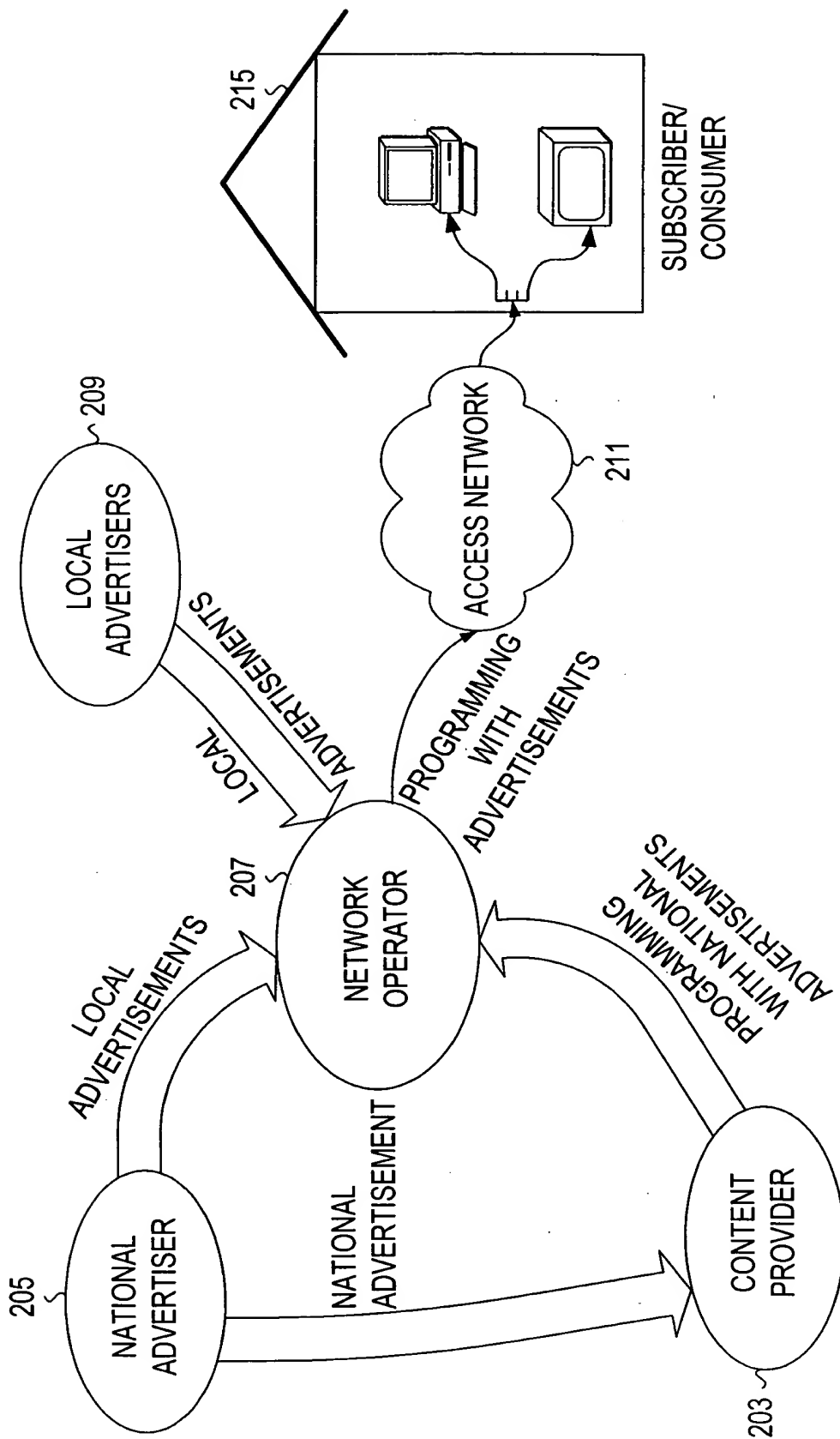


FIG. 2

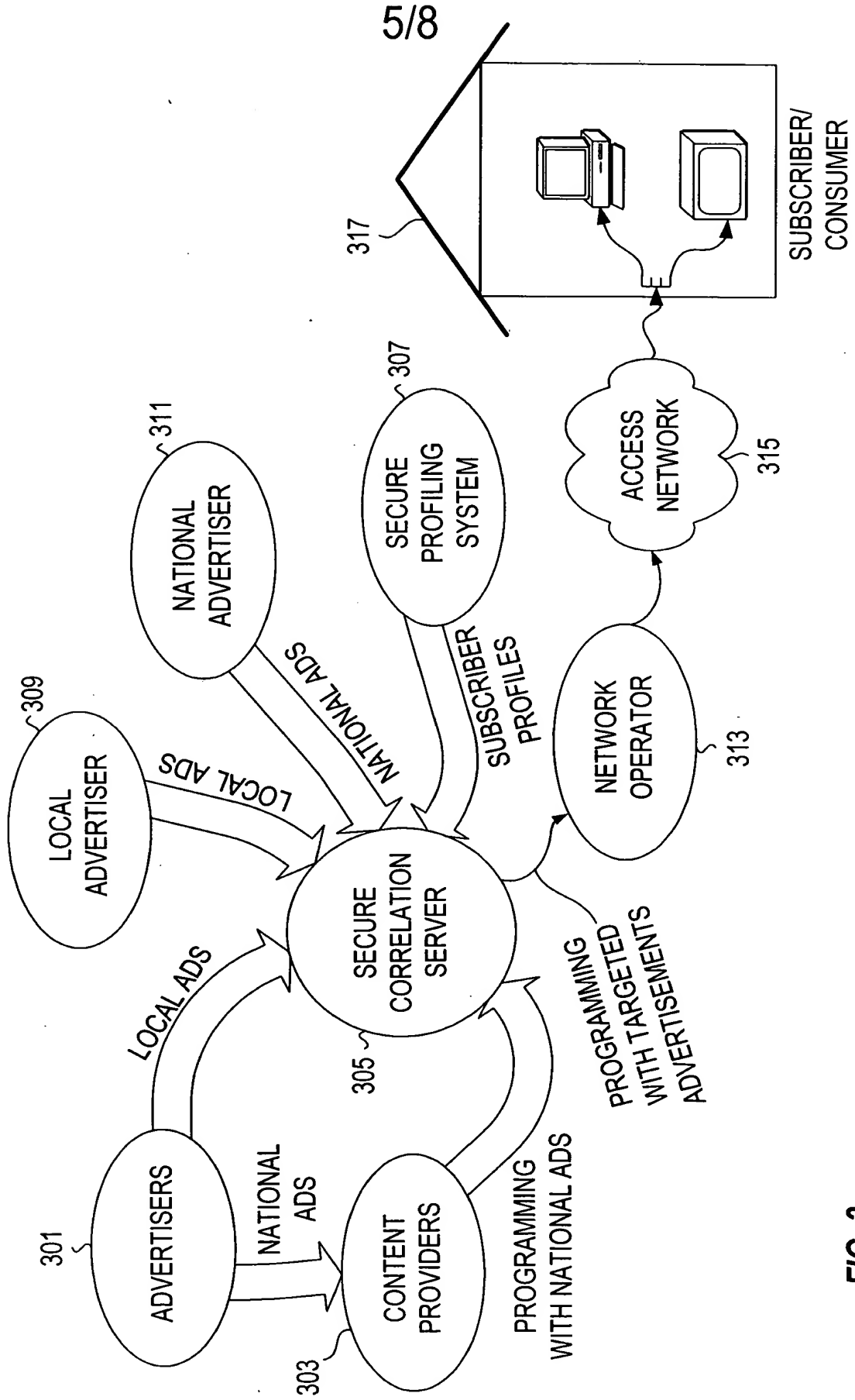


FIG. 3

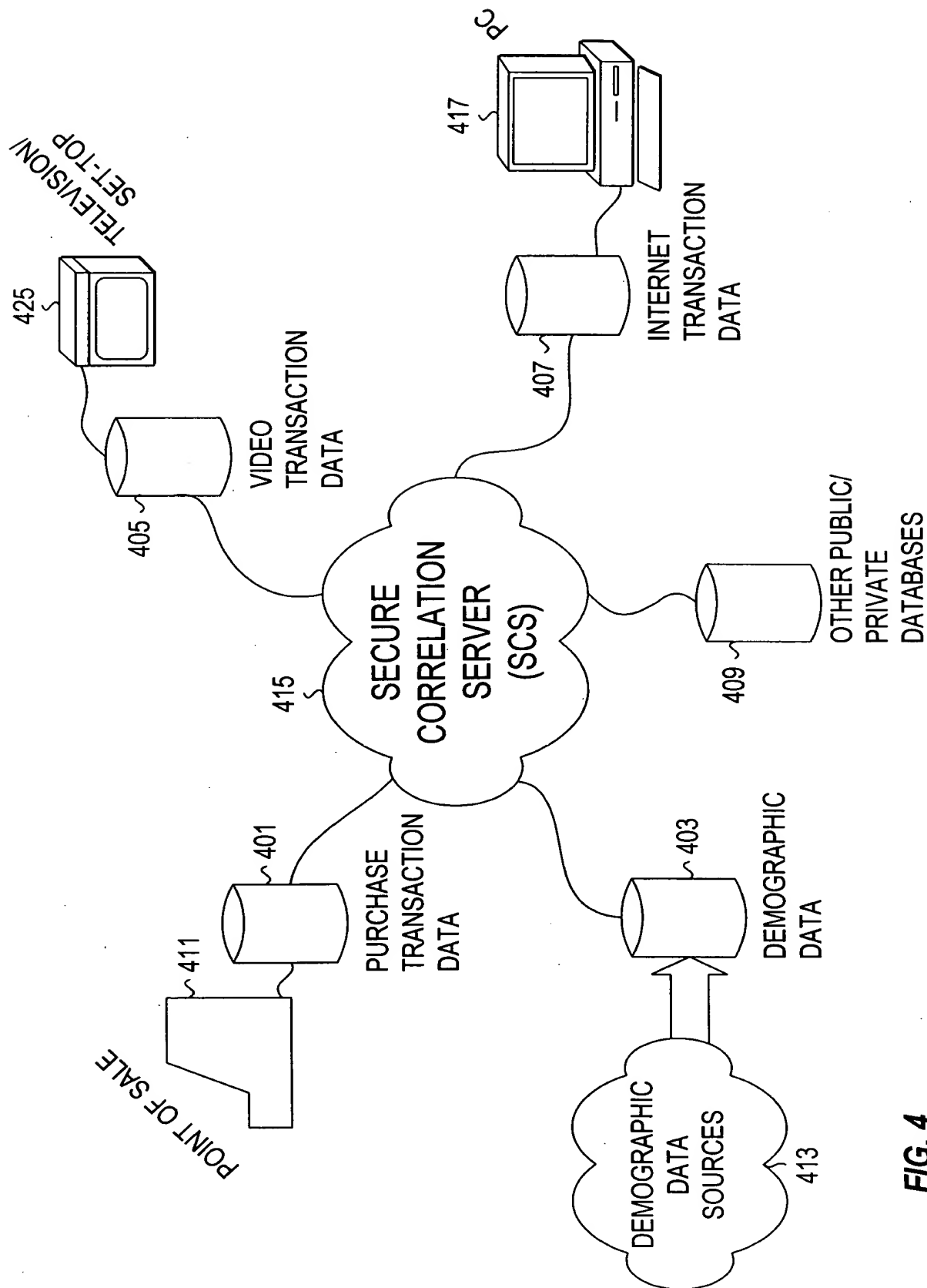


FIG. 4

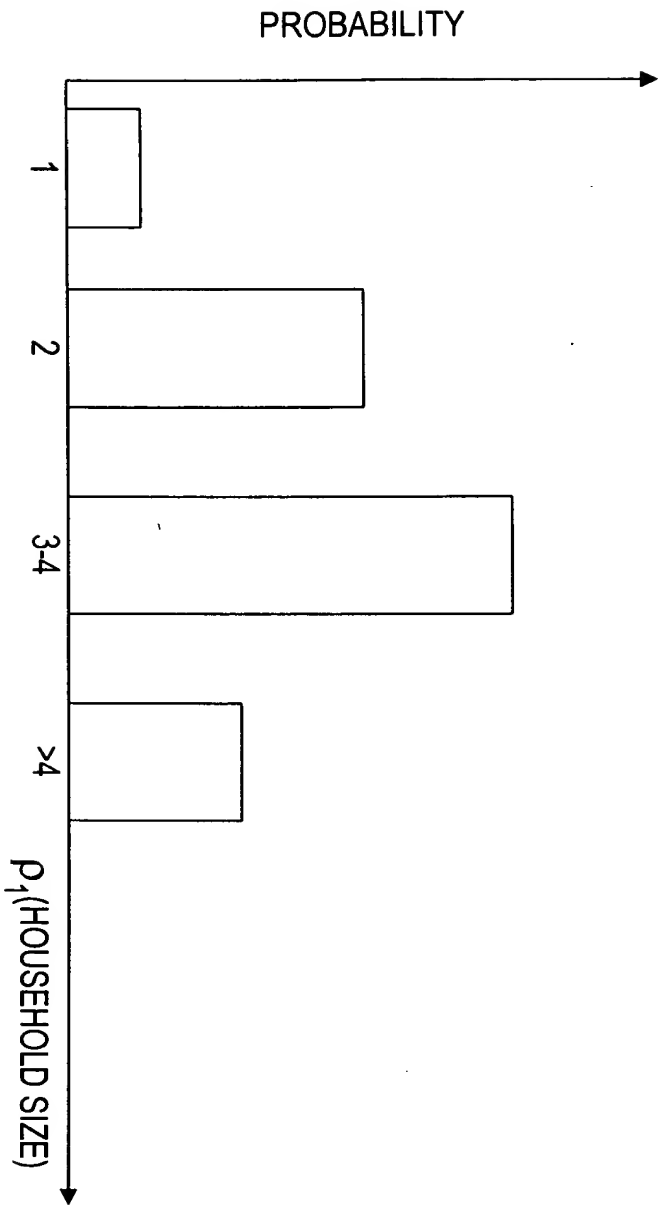


FIG. 5A

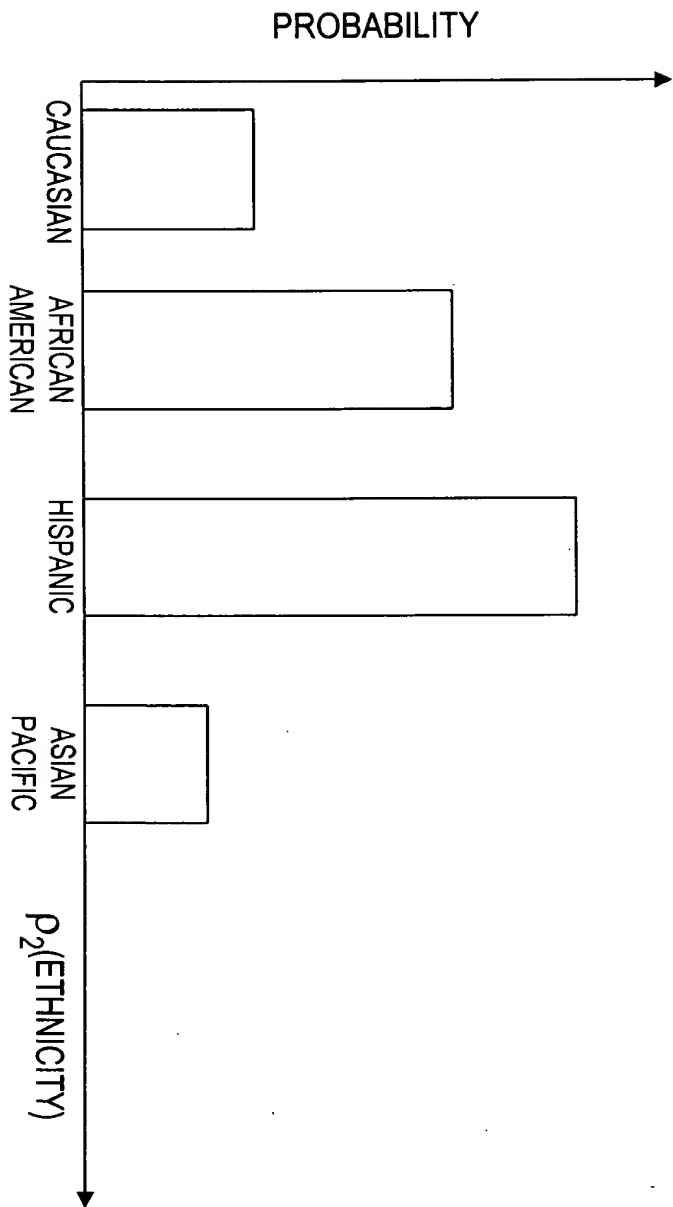


FIG.5B